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The Director or the Dean or some one from States Relations Service in Washington should ask you---

Have you a definite plan under which you are conducting Horticultural Extension work in your State?

Have you found your plan workable and a good plan?

Are you getting results?

Have you talked your plan of work over with the County Agent Leader, the Home Demonstration Agent Leader and the Club Leader?

Are you sticking close to your pre-arranged plan?

----What would be your answer?

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Working According to Plan.

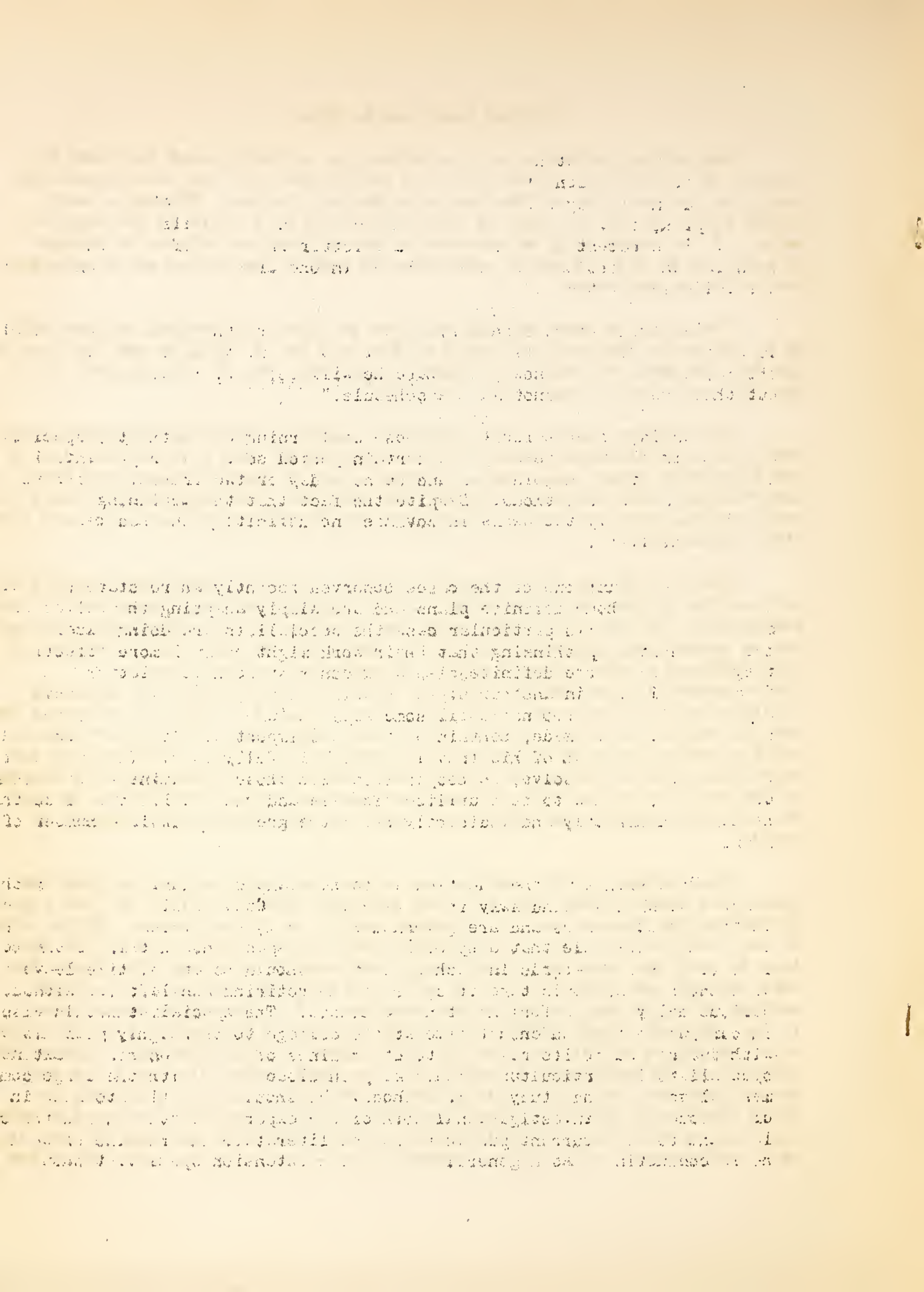
Conducting extension work according to definite plans has been the subject of discussion at the extension conferences and has been repeatedly mentioned in the pages of *The Extension Horticulturist*. Without a well formed plan, travel and work is often performed that fails in getting results. In a recent mail we received a letter from the officer in charge of a branch of the extension activities in one of the states which contains the following statement:

"Replying to your inquiry relative to where the various workers will be on the dates you mention, would advise that Mr. X. will be out the week of the 3d, but does not know just where he will be; Mr. Y. also expects to be out that week but has not made a schedule."

Our inquiry was for the purpose of learning where the two specialists would be in their state during a certain period so that a representative of the Department could join them and spend a day or two traveling with them and studying their methods. Despite the fact that the beginning of the period mentioned was only two weeks in advance no definite plans had been made for these specialists.

This is but one of the cases observed recently where state specialists are working without definite plans and are simply adapting themselves to circumstances. In this particular case the specialists are doing excellent work but we cannot help thinking that their work might be much more effective if they followed a more definite plan. By contrast we have a letter from a specialist in another state in which he very briefly and concisely outlines his plan from now until some time in August. While his schedule is not all definitely made, certain of the more important dates are arranged and the general plan of his travel and work is fully made. The problem for each specialist to solve, in cooperation with those in administrative charge of the work, is how to best utilize his time and conduct his travel so that he may both directly and indirectly reach the greatest possible number of people

This brings up the question as to how many days during the year the specialist should spend away from the college. Customs differ in this regard in the various States and are governed largely by circumstances. It is safe to set down the rule that a specialist should spend enough time at the college to keep his records in such shape that should he at any time leave the work another man could take it up where the retiring man left off without serious delay or the forming of new contacts. The specialist should also in our judgment spend enough time at the college to thoroughly plan his work with due regard to its relation to other lines of extension work. Extension specialists in horticulture should keep in close touch with the large commercial growers and study their methods. He should have time to keep in close touch with investigational work of the experiment station and the college and to read current publications and literature in the line of work that he is conducting. As a general average the extension specialist should not



in our judgment spend more than 180 days of the year traveling in the State. He should also have certain definite days each month when he can be found at the college.

Zigzag travel is another point of considerable concern, especially to those in charge of the administrative and financial end of the work. By zigzag travel is meant irregular trips over the state, the lines of travel sometimes crossing each other with visits to points that require back travel and a consequent piling up of travel expense. Much of this can be avoided first by a definite policy with regard to the work; second by having a well formed plan and third by adhering just as close as possible to this plan. It is admitted that there are exigency cases when it is a matter of policy to depart from the plan in what might be termed special service work.

In our judgment service that reaches but one individual at a time should be eliminated in so far as possible from the work. Granting that the specialist were to work in the field 250 days out of the year and directly reach 2 growers each day he would be reaching only about 500 growers directly during the year. If these 500 growers are well distributed they will exert a marked influence upon a considerable percentage of the growers of the state, but on the other hand if the specialist were to spend 180 days with the county agents the home demonstration agents, the club agents and the leading men of the industry, in giving them instructions and assisting them in carrying on horticultural demonstration work they would be reaching the people in a multiple form which will be more effective than by any personal contact method that can be devised. The extension specialists in horticulture who are doing the most effective work are reaching the people almost entirely through the extension organizations of the counties.

It should be possible during the annual state extension conferences to secure the ideas of those representing different sections and industries and to map out the work for the entire year so that there would be very little overlapping or zigzag travel and the important sections reached at the proper time. With the improvement of highways it becomes more and more practical to cover the territory within certain of the states by automobile. We find that in many cases the county agents are being unnecessarily burdened in the matter of providing transportation over their county for specialists and while it is extremely desirable that the work be done through the county forces it often happens that the agent for some reason cannot well provide the transportation. The use of an automobile by the specialist provides for the carrying of any small demonstration equipment and results in more effective conduct of the work.

Projects and plans of work for the coming fiscal year will be in order for revision within the next few weeks. Prof. Close and Mr. Beattie have prepared type projects and plans of work in horticulture and pomology and will furnish copies to any of the workers who desire them. They will also assist in the preparation of special projects should such be required. If project revisions and plans of work are attended to early there will be no delay in getting them approved in time to become effective July 1st.

Among the Extension Workers.

Word has just been received that Mr. C. W. Waid, who has been doing horticultural extension work in Michigan has accepted a position with the Federated Farm Bureaus of Ohio, effective April 1st. Mr. Waid has for many years been prominent in organization work and it is understood that he is to do this class of work in Ohio for the Farm Bureau Federation. The best wishes of The Extension Horticulturist go with Mr. Waid to his new field of endeavor.

Louisiana Heard From.

We have the following letter from Mr. M. Hull, Sweet Potato Specialist of the University of Louisiana at Baton Rouge:

"In a recent conversation you asked me if I was getting anything out of The Extension Horticulturist. I replied in the affirmative, whereupon you reminded me that I was not putting anything in it.

You have asked for expressions from the different extension workers covering the manner in which they are handling their work. I might mention my method of keeping the newspapers interested in the work and the publicity that I succeed in securing from them. I make it a point whenever I am in a town where a paper is published to call upon the editor and have a little chat with him along the line of the specific work that I am doing in his parish. This, in my opinion, serves several purposes. First, it establishes a personal contact with the editor, second it acquaints the business men of the section with the fact that the Extension Department is actually getting out into the field and working and not confined to shooting out stereotyped dope from an office. Third, it acquaints the farmers with what fellows are doing in that section as I always try to work in the mention of one or two local men.

The enclosed clipping will serve as an illustration. I will write you from time to time, outlining other methods which might be of interest."

(Wish others would do likewise. - Editors)

Summer Field Meeting.

Prof. H. F. Tompson of Massachusetts has announced August 3d as the date for his annual field day at the demonstration gardens near Lexington. Gardeners from all over Massachusetts, Connecticut and Rhode Island attended the annual field day last year and were amply repaid for their trip. A feature of the Lexington Field Meeting last year was the holding, during the afternoon, of a meeting of the Boston Market Gardeners Association with two or three short talks and a business session.

The first of these is the fact that the
government has been unable to
maintain a stable exchange rate
and has been forced to devalue the
currency several times. This has
led to a loss of confidence in the
government and a flight of capital
abroad. The second is the fact that
the government has been unable to
control inflation and has been forced
to print money to finance its
operations. This has led to a
loss of confidence in the currency
and a flight of capital abroad.

The third is the fact that the
government has been unable to
control the balance of payments and
has been forced to borrow heavily
from abroad. This has led to a
loss of confidence in the government
and a flight of capital abroad.

The fourth is the fact that the
government has been unable to
control the money supply and has
been forced to print money to
finance its operations. This has
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currency and a flight of capital
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The fifth is the fact that the
government has been unable to
control the interest rate and has
been forced to raise it to
attract foreign capital. This has
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Measuring Results of Extension Work.

Methods of measuring results of extension work was the subject for discussion at a recent conference of extension specialists of the Department. While it was agreed that the financial gain accruing to the growers as a result of adopting the methods taught is a strong talking point it was also pointed out that the dollar is not a safe unit of measure. The consensus of opinion was that in the final analysis the extent to which a demonstration is adopted and becomes a part of the regular practice of a community, serves as the most reliable measure. It was clearly shown that maximum results are obtained only where the work is carried on in a thoroughly organized manner.

Vacation Conference.

Plans for the vacation-conference of the southeastern extension horticulturists during July are going steadily forward and arrangements have been completed with Prof. T. C. Johnson in charge of the Virginia Truck Experiment Station to hold the meetings at the station which is located on the Cape Henry Electric Line between Norfolk and Cape Henry. Arrangements are being made for accommodations at Virginia Beach right on the ocean front. It will be desirable to hear from everyone who expects to attend this conference before the 1st of May so that definite reservations can be made.

Every extension specialist in horticulture should take a vacation at some time during the year. More effective work can be done during the balance of the year if the specialist spends two weeks or a month visiting other sections and in actual recreation.

Local Fruit and Vegetable Outlook.

In the vicinity of Washington, D. C., the mid-summer heat caused the apple blossoms to begin opening on March 20th, more than a month earlier than normal and we had the unusual experience of seeing peaches, pears, cherries and apples in the glory of full bloom at the same time. The drop in temperature to 26 degrees above zero on the morning of March 29th makes us fear that terrible destruction to our fruit crop prospects has been wrought.

With freezing weather as far south as northern Georgia and Alabama great damage has undoubtedly been done the truck gardens and replanting in many cases will be necessary. While the loss of garden crops can largely be replaced that of the fruits cannot and is serious, not only to the growers but consumers as well. The planting of the small preserving tomatoes and the little husk tomato for use in making marmalade is suggested.

A Correction.

In the February number, under the heading of Viticultural Investigations, it was stated that the work under Mr. George C. Husmann, is conducted mainly at Fresno, California. As a matter of fact the grape work is conducted principally near Colfax, Elk Grove, Fresno and Oakville, California, also at the varietal collection vineyard near Chico, California.

Varietal vineyards are maintained on the Arlington Experimental Farm near Washington. Cooperative work is conducted with a number of the Colleges and Experiment Stations and with private investigators.

